

# INSTAFUKT



ALL IN THE NAME OF FAME

An aerial view of a city, likely Dubai, with a woman lying on a ledge in the foreground. The woman is looking towards the camera. The city below is densely packed with buildings and roads, with a body of water visible in the distance.

## LOGLINE

**In the modern world of interconnectedness,  
what would you do to stand out?**

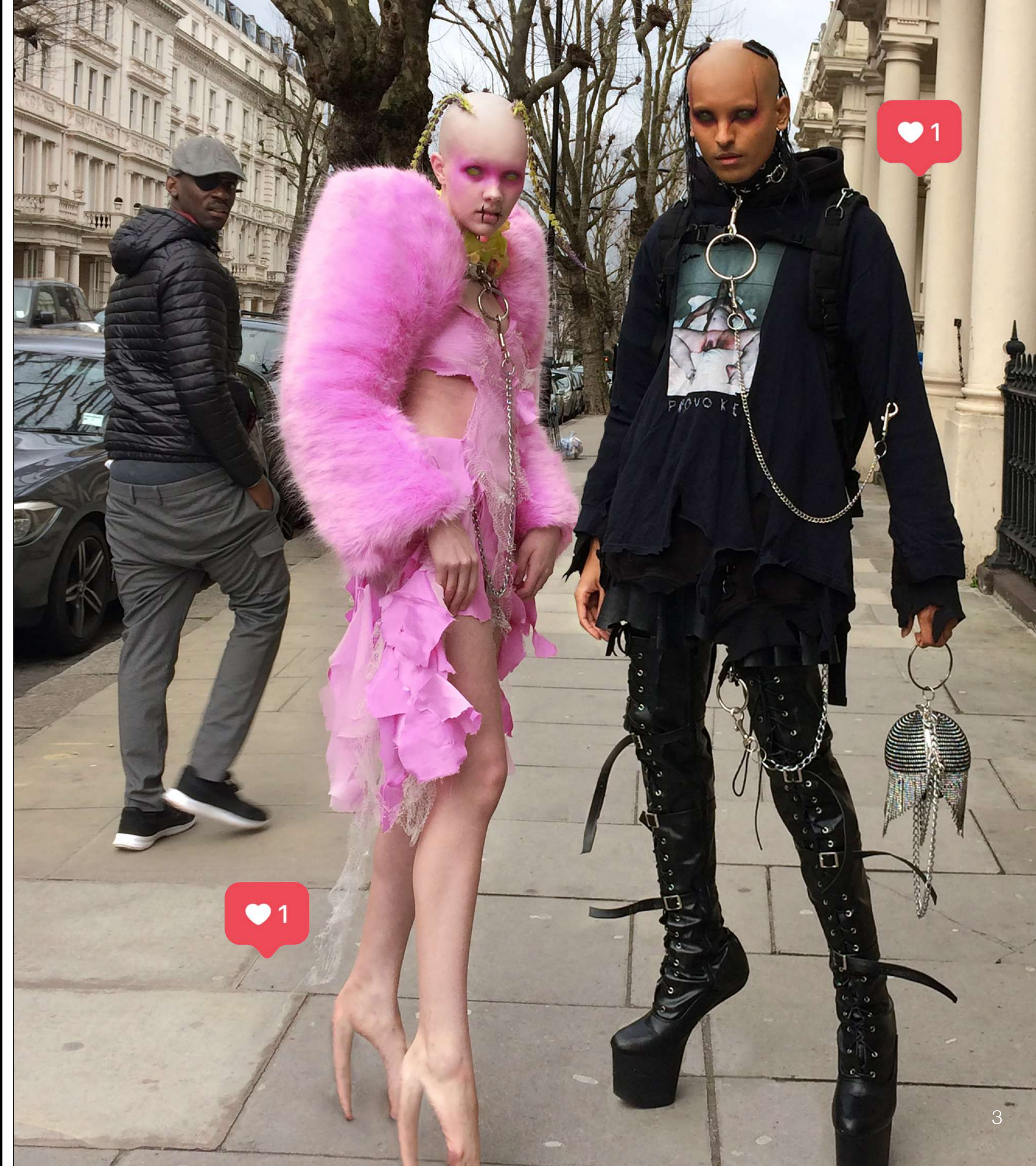
**Dubai police summon daredevil Russian model who dangled from skyscraper for photoshoot**

*After the video of Russian model Viktoria Odintcova's controversial photoshoot -- where she is seen dangling from a skyscraper -- went viral, Dubai police summoned her to get a pledge signed from her.*

## SERIES CONCEPT

Social media offers the allure of instant stardom. But too often that comes at a devastating price.

This series explores the journeys of fame seekers who sacrificed everything for a shot at social media glory, and nearly lost everything. We delve into personal stories of grandeur to reveal the ugly truth behind the scenes. Learn about the lives of those who put it all on the line for fame, and the catastrophic consequences that resulted. Combining interviews, character profiles and found footage, we analyze the motivations behind these influencers and how their actions altered the lives of millions.





## **SERIES FORMAT**

Not for the faint of heart, nor for the moral of mind, Instafukt takes viewers on a rollercoaster journey. In each episode we tell two stories of those who went too far in their aim for fame, and the horrible aftermath that followed.

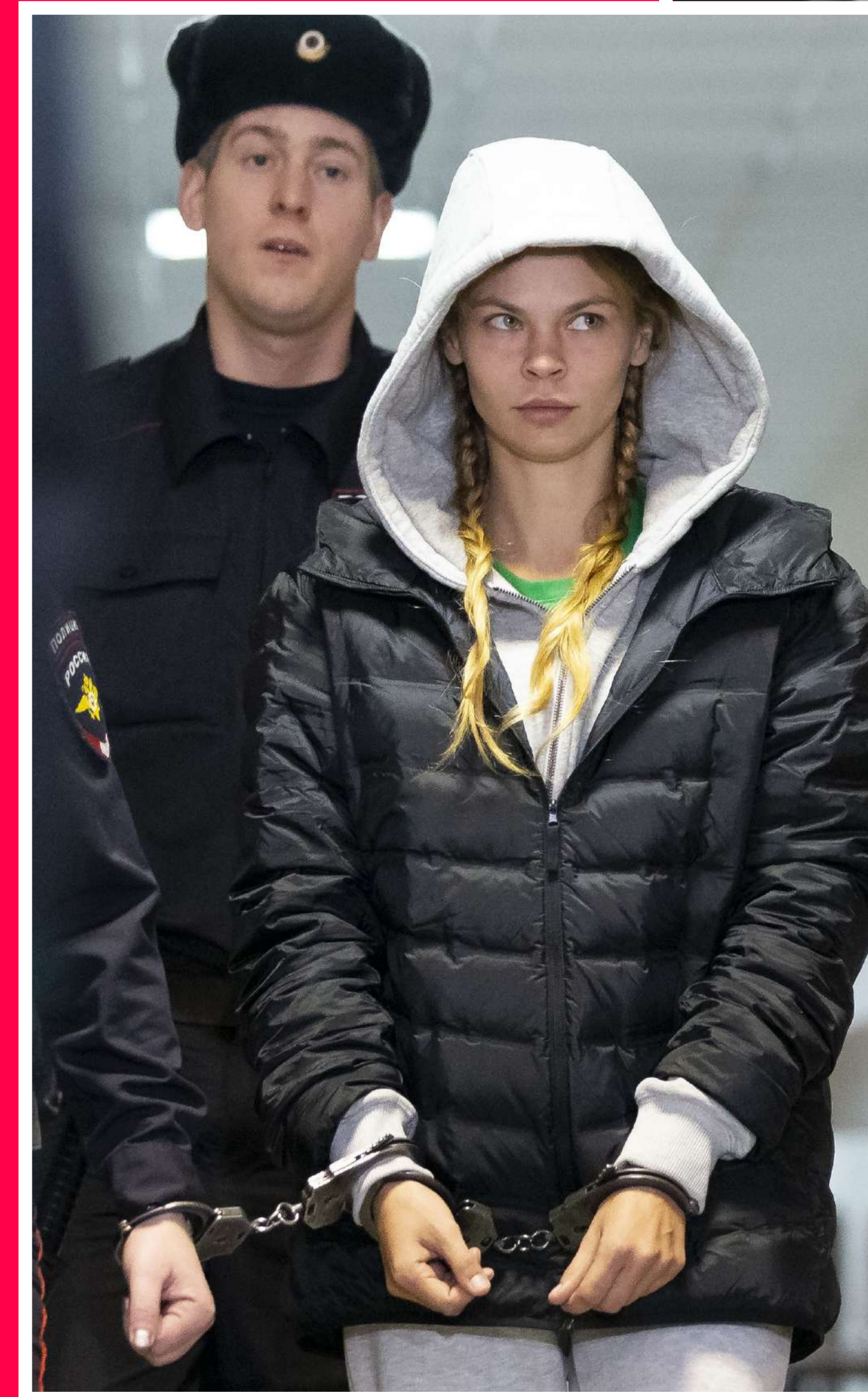
Every story begins with background information about the individual that allows the viewer to understand who the subject is on a personal level: their desires, their motivations, and their faults. Once these are understood, we explore the dramatic events in which these characters sacrificed dignity and privacy in their relentless pursuit of the spotlight.

# NASTYA RYBKA

## Caught in the US-Russia 2016 Election Scandal

Has your Instagram post ever landed you in the middle of the 2016 U.S. election scandal? If the answer is no, then count your lucky stars. Russian Instagram model and professional escort Nastya Rybka was not so lucky. First hired by Russian oligarch Oleg Deripaska in August 2016, Nastya hoped to increase her following by joining Oleg on various luxury cruises. A billionaire with myriad connections with the Russian government, Oleg often held meetings on his yacht. Nastya published a diary filled with quotes, videos, and information about these meetings, some of which caught traction. Originally brought to mainstream attention by Alexei Navalny, these recordings were revealed to have information pertaining to President Trump's associations with the Russian government.

Nastya was soon arrested by Thai police under very loose charges. They held her in a Thai prison for 11 months. Finally released, she was told she'd be allowed to return to her native country of Belarus. However, when her plane landed in Moscow, she was immediately detained by Russian authorities for five days. Nastya is currently living in Moscow, afraid to leave for fear of being detained again—or worse.





## MELINA ROBERGE

### Drug Trafficked for Fame

Picture this: you're 24 years old. Beautiful, young, and lively. The world is your oyster. You spend your days living a life of luxury and posting about it online. There's even the added bonus of your (much) older boyfriend financially supporting everything you do. Now, imagine that this boyfriend has offered you an all-inclusive luxury cruise spanning 4 continents. A seven-week trip like that is sure to skyrocket your follower count. All you have to do is store 100 pounds of cocaine in your ship cabin. For most people, that would be a deal breaker. But not for Melina Roberge. No, she could look past the cocaine in exchange for some of that sweet Instagram fame. Unfortunately for her, the Australian Border Force felt differently.

# CLAIRE HOPE (LIL TAY)

## Sacrificed Childhood for Followers

Claire Hope, born in Vancouver, was a multi-talented dancer bred to be a star. Before the age of 10, she studied piano, singing, Chinese, skating, swimming, and art. She also participated in Royal Ballet Academy competitions. The skillset was there, she just needed a way to employ it. That's where her brother comes in. Jason Tian was a student of influencer fame. He knew exactly what the building blocks of stardom were, but he was unable to use that knowledge for himself. Instead, he created a persona for his little sister to embody: the incredibly young, extremely foul-mouthed, perpetually flexing Lil Tay. But when her father, Vancouver-based attorney Chris Hope, caught wind of this celebrity persona, he filed a court order to have Lil Tay brought home. Understandably, this caused a huge schism within the Hope family. Witness the overnight rise of Lil Tay to stardom, her short-lived pursuits of fame, and the familial civil war that led to her downfall.





# AMOS YEE

## Exiled for Trolling Government

Can online trolling become an obsession, or even a compulsion? For Singaporean blogger Amos Yee, it appears to be a way of life. Running a YouTube channel from a young age, Yee spent the majority of his teen years in a downgraded version of the spotlight. But this wasn't enough for Yee. He needed more attention, and attention he got. His presence skyrocketed to becoming a household name in 2015 when he sparked backlash for criticizing the recently-deceased first Prime Minister of Singapore. Comparing the Prime Minister to Jesus and insulting both figures, Yee was subjected to 3 criminal charges. One for offending Christianity, one for insulting the late PM, and one for an image he later posted of the late PM and Margaret Thatcher participating in sodomy together.

Upon conviction for the aforementioned crimes, Yee successfully sought asylum in the United States. However, being safe from the Singaporean government wasn't enough for this compulsive YouTuber. In what he considers a natural extension of his famous dissidence, Yee has found a new home in the digital sphere of pedophilia. That's right. After having his accounts banned from every social media site and taking a 7-month hiatus, Yee resurfaced in September 2019 to announce that he has been actively working on pro-pedophilia videos. Does Amos Yee consider himself a pedophile, or is he just pursuing another avenue into the limelight? For that, the jury is still out.



# LOGAN PAUL

## Publicly Shamed For Going Too Far

Once you have a hold of fame, is it possible to let go? Growing up in an Ohio town of barely 30,000, Logan Paul first affiliated with YouTube at the age of 10. In high school, he was an all-star linebacker and wrestled at the state level, all while maintaining his online presence. After one year of college, he dropped out in 2014 to pursue his career as a social media entertainer full-time. With the release of Vine, Paul's fame skyrocketed. By October 2015, he was garnering hundreds of millions of views across his social media platforms. His fame continued to rise as he starred in YouTube Red movies and series. Over the next few years, his reputation began to falter as his public image turned arrogant and entitled. Wary of his declining image, Paul needed to make a big move. Unfortunately for him, he made the wrong one. The straw that broke the camel's back came in 2017, when Paul uploaded a vlog from Aokigahara, known as Japan's "suicide forest." In the vlog, Paul captured a shot of a man's lifeless body hanging from a tree.

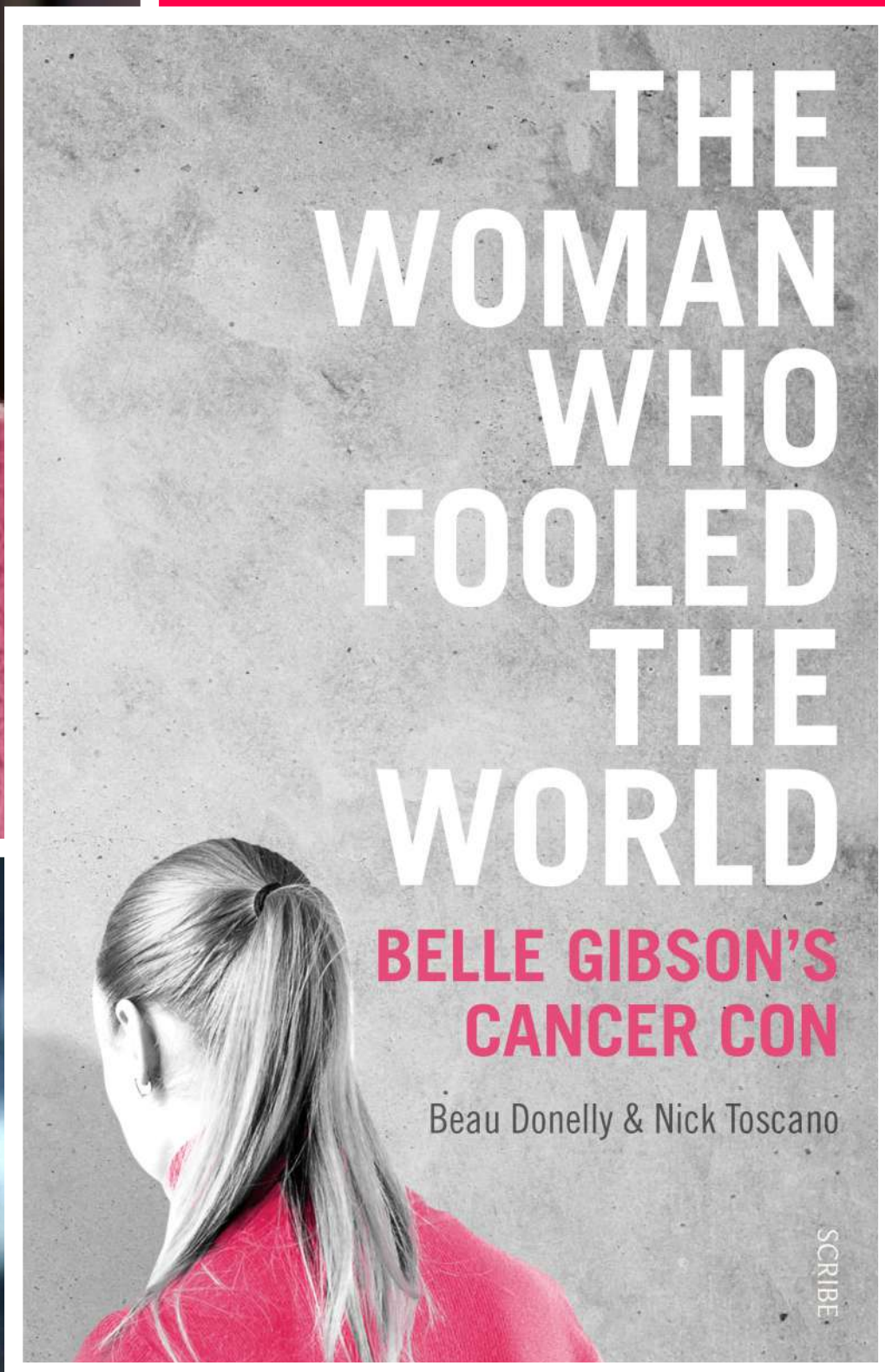
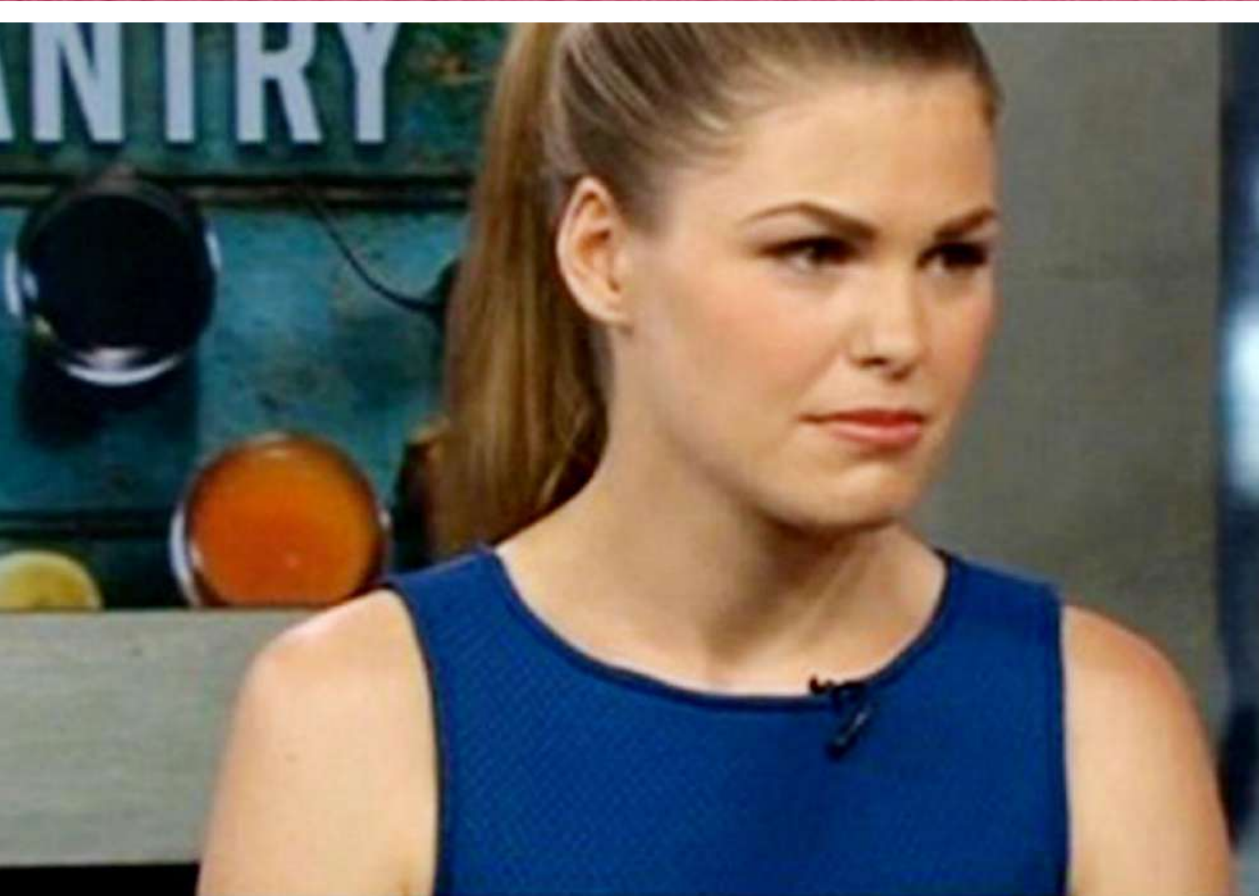
This controversy opened the floodgates for the public to shine light on other examples of Paul's ethically questionable decision-making in the name of fame. As his vlog clout began to rapidly decline, he needed to pursue other avenues. Paul now maintains his fame and fortune through highly publicized boxing matches against other famous YouTube personalities.



abc NEWS EXCLUSIVE

LOGAN PAUL SPEAKS OUT ABOUT VIDEO BACKLASH

"I AM A GOOD GUY WHO MADE A BAD DECISION"



## BELLE GIBSON

### Faked Cancer to Make a Fortune

Have you ever wanted something so badly, you'd fake cancer to get it? No? Well, Belle Gibson did. Born in 1991, this Australian formulated a career as a wellness guru. Developing a significant following, Belle Gibson went on to develop a mobile app and accompanying cookbook, *The Whole Pantry*. Once established, she announced to her following that she was suffering from cancer in multiple parts of her body, but had decided to forego science-based medical treatments. Instead, she opted for alternative therapies, focusing on her diet and exercise. She also claimed to donate significant portions of her personal income and company's profits to various cancer charities, donations which exceeded \$300,000.

In 2015, claims that she had lied about her philanthropy led to further investigation. This review revealed the fact that not only had Belle lied about her philanthropy, but she had lied about her cancer entirely. In fact, she had spent most of her "charity money" on furthering her own luxurious lifestyle, donating only \$7,000 of the proclaimed \$300,000. As of 2019, Belle Gibson is still on trial for falsifying her charitable donations.

## EMMA HALLBERG

### Swedish Model Caught "Blackfishing"

Is it okay to appropriate an entire culture for the benefit of your brand? Does owning up to it without remorse make it acceptable? When she was accused of partaking in an ongoing phenomenon known as "Blackfishing," 20 year-old Swedish model Emma Hallberg insisted she never claimed to be African- American. However, she has earned herself hundreds of thousands of Instagram followers and several partnerships from brands that tailor primarily to African-American women. In the face of widespread backlash, Emma posted proof of how her skin changes from its purebred Swedish white that she was born with. Today, she still posts pictures on her Instagram daily and unapologetically.



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**BACKROADS**

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PICTURES